



TAEP Producer Diversification Program Value-Added Criteria

For Fiscal Year 2013 – 2014

Program Criteria:

- This information is current as of **April 12, 2013** and is a supplement to the TAEP 2013 Application and Guidelines.
- Applicants must use agricultural products that have been grown on their farm as primary source of the value-added product.
- **Producers** are eligible for the following cost share percentages for qualified expenses:
 - **Standard Producer** - 35% cost share up to a maximum of \$10,000.
 - **Master Producer** - 50% cost share up to a maximum of \$15,000 for producers meeting special requirements.
- The proposed activity must encompass quality expansion or improvement of the applicant's business. Eligible categories include:
 - Marketing
 - Production Equipment
 - Small Infrastructure

Regulatory Requirements:

Producers must meet all state and local regulatory requirements to be eligible for cost share reimbursement. Applicants producing processed foods, meats, dairy, and related products must be licensed and inspected by the State of Tennessee as a food manufacturing facility if applicable. Contact the **TN Dept. of Agriculture—Regulatory Services** at (615) 837-5193 for more information on state regulations.

Business Criteria:

- Producers should have an existing business producing the raw food or fiber product(s) to be used in their value-added enterprise.
- Businesses within the Value-Added sector include a variety products including:
 - Jams
 - Jellies
 - Relishes
 - Farm Fresh Meats
 - Ice Cream
 - Cheese

- Clothing
- Crafts
- Condiments
- Other

Competitive Projects – Value-Added:

Priority is given to projects that are focused on improving or increasing production. Producers that are producing the raw food or fiber product(s) to be used in their value-added enterprise are given priority over off-farm sourcing of raw product. Marketing projects are allowed but are not considered as competitive as those involving production.

Master Producer Cost Share – Special Requirements for 50% Cost Share:

Who is eligible?

The applicant must have attended the Direct Marketing Sense Course and the Direct Marketing Workshop prior to reimbursement deadline to qualify for 50% cost share. The dates of these events are listed below. **This is not a complete list of eligible events. This document will be updated on our web site as additional events are planned.**

- Center for Profitable Agriculture – Direct Marketing Sense Course
 - November 16-17, 2011 – Cookeville, TN
 - January 10-11, 2012 – Manchester, TN
 - March 11-12, 2013 – Spring Hill, TN
 - TBD – 2013-2014 when available
- Center for Profitable Agriculture – Direct Farm Marketing for Success IV: “Tools for Marketing on the Web” Workshop
 - February 24, 2011 – White Pine, TN
 - March 8, 2011 – Jackson, TN
 - March 9, 2011 – Nashville, TN
 - March 10, 2011 – Cookeville, TN
 - April 1, 2011 – Monteagle, TN
- Center for Profitable Agriculture – Direct Farm Marketing for Success V: “Using Computer Records to Boost Your Business” Workshop
 - March 7, 2012 – White Pine, TN

- March 8, 2012 – Cookeville, TN
- March 14, 2012 – Spring Hill, TN
- March 15, 2012 – Jackson, TN
- March 22, 2012 – Monteagle, TN
- Center for Profitable Ag – Tools/Strategies to Upgrade Your Social Media Impact
 - August 21, 2012 – Knoxville, TN
 - August 22, 2012 – Murfreesboro, TN
 - August 23, 2012 – Jackson, TN
- Center for Profitable Agriculture – Value-Added Direct Marketing Beef and Cattle
(This workshop qualifies for **Beef Producers Only**)
 - November 1, 2011 – Dover, TN
 - November 7, 2011 – Waverly, TN
 - November 8, 2011 – Centerville, TN
 - November 28, 2011 – Linden, TN
 - November 29, 2011 – Pulaski, TN
 - December 13, 2011 – Loudon, TN
- Center for Profitable Ag – Direct Farm Marketing Workshop
 - TBD – 2013-2014 when available

Examples of Eligible Items:

Freezers -

- Walk-In

- Chest

Hand Washing Areas –
for food safety

Loading Dock

Packaging Equipment

Pasteurizers

Processing Areas

Processing Equipment

Range/Stove

Refrigerators

Retail Shelter

Website Development

Examples of Ineligible Items:

Advertising

Brochures

Building – *storage*

Chemicals

Computers

Containers - *bottles,*
pots

Driveways

Electrical service

Fees

- *domain*

- *hosting*

- *membership*

Forklift

Fuel	Merchandise	Store - <i>general</i>
Give-a-way items	Motorized vehicles	Tractor
Ingredients	Office equipment	Trailers – <i>livestock</i>
Labels	Permits	Used equipment
Labor – <i>applicant or employees of applicant</i>	Product development	Water source creation – <i>ponds/wells</i>
Landscaping	Property – <i>purchase or debt payment</i>	Website – <i>annual or hosting fees</i>
Land – <i>clearing of</i>	Renovations of existing structures	Wells – <i>drilling of</i>
Maintenance of existing structures	Rent	
Meeting expenses	Software	

Contact:

- For more information regarding the TAEP Producer Diversification Program – contact **Justin Bryant** at 615-837-5323 or Producer.Diversification@tn.gov
- For information regarding TDA Market Development & Processed Foods – contact **Linda Shelton** at 615-837-5345 or Linda.Shelton@tn.gov
- For information regarding TDA Market Development & Farm Fresh Meats – contact **Wendy Sneed** at 615-837-5309 or Wendy.Sneed@tn.gov
- Check for updates at www.tn.gov/taep or 1-800-342-8206